

This is an idea for a FB ad which came to my mind. It's PAS

The product is Yoga Teacher Training.

There's a **question below**.

Market Research:  YTT Market Research

1 - Who am I writing to? Who is my avatar?

- Target Market is people who want to teach Yoga
- Avatar is in the Market Research

2 - Where are they now? What are they thinking feeling? Where are they inside my funnel? etc

- They are aware of their problem, but they don't realize the fact that there's a solution

3 - What actions do I want them to take at the end of my copy? Where do I want them to go?

When the pain is amplified enough and curiosity is also at peak, I want them to click the link which will lead them to a sales page of a Yoga Teacher Training.

4 - What must they experience inside of my copy to go from where they are now to taking the action I want them to take? What are the steps that I need to guide them through to take them from where they are now to where I want them to go?

- I want them to see themselves in the described situation, I'm trying to trigger their pain of not having enough time for themselves and feeling hopeless. I want them to stop feeling hopeless and realize that there's a solution. In this copy I use the simple PAS template, I introduce the pain, amplify it then reveal the solution but not too much about it.
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Subject Line: Turn your passion for yoga into your job

Once again you come back home from work but work is far from finished.

You have to pick up the kids from sports and piano lessons. They also have unfinished homework and you're the one who has to help them with it.

There's nothing to eat, you have to cook dinner again. And Surprise! Dishes and other housework are also waiting for you!

And by the end of the day you're left with little to no time for yourself and your yoga practice.

But what if you could make your passion for yoga... *your job*?

[Click here to become a yoga teacher in less than 2 weeks \(X spots left\).](#)

QUESTION: Do you think it's better to reveal the solution/product in the end as it is now or to keep it a secret so they find out after they click the link?